

CLAIMS

What is claimed is:

1. A method for the sale of franchise real estate comprising the steps of:
storing characteristic data corresponding to the characteristics of the franchise real estate in a system server;
allowing a user to access said system server to obtain the stored characteristic data from said server, the user providing a search criteria for selecting specific franchise real estate having specific characteristic data;
selecting specific franchise real estate having the specific characteristic data; and
providing characteristic data and demographic information corresponding to the specific franchise real estate to said user at a computer upon selection of said specific franchise real estate.
2. The method of claim 1, wherein said server provides said demographic data by linking said user to a third party data source having said demographic information.
3. The method of claim 1, further comprising the step of said server periodically obtaining demographic information from a third party data source and storing said demographic information at a database operatively coupled to said server.
4. The method of claim 1, wherein said characteristic data includes one of property information, facility information, business information and pictorial information.
5. The method claim 1, wherein said demographic information includes at least one of property taxes, traffic patterns, utility cost estimates and climate profile.
6. The method of claim 1, wherein said user provides a search criteria by identifying certain characteristics, said server mapping said characteristics to characteristic data stored at said system server, determining which respective franchise real estate corresponds to

characteristic data matching said user selected characteristics and providing and identifying said respective franchise real estate to said user.

7. The method of claim 1, further comprising the steps of storing said search criteria at said system server, periodically comparing said search criteria to said stored characteristic data; and notifying said user when said search criteria matches said stored criteria.

8. The method of claim 1, wherein said specific characteristic data includes at least a financial data and an area data and further comprising the steps of creating a third data which is a function of said financial data and an area data, and allowing a user access to said system server to obtain said third data.

9. The method of claim 1, further comprising the steps of creating a third data which is a function of characteristic data and demographic data and allowing a user access to said system server to obtain said third data.

10. A system for the sale of franchise real estate comprising:
a system server; and
a computer communicatively coupled to said system server, said server storing characteristic data corresponding to characteristics of the franchise real estate, said computer communicating with the system server to provide a search criteria having a specific characteristic data, said server matching said search criteria and the characteristic data and identifying matches between the search criteria and a specific franchise real estate having the characteristic data of the search criteria and providing demographic information corresponding to the specific franchise real estate to said computer.

11. The system of claim 10, further comprising a third party data source, said server being coupled to said third party data source and linking said computer to said third party data source to obtain the demographic information.

12. The system of claim 10, wherein the server periodically obtains the demographic information from a third party data source and further comprising a database operatively coupled to said server and said server storing said demographic information at said database.

13. The system of claim 10, wherein said characteristic data includes one of property information, facility information, business information and pictorial information.

14. The system of claim 10, wherein the demographic information includes at least one of property taxes, traffic patterns, utility cost estimates and climate profile.

15. The system of claim 10, wherein said specific characteristic data includes at least a financial data and an area data and said system server creates a data which is a function of said financial data and area data and allowing a user access to said system server to obtain said third data.

16. The system of claim 10, wherein said system server creates a third data which is a function of at least one of characteristic data and demographic data and allowing a user access to said system server to obtain said third data.